



Global Market Series: Export Certificate Program

Exporting is great way to increase sales and expand your cultural horizons! Whether you are currently exporting or new to the game, keeping up with regulations, industry trends, and country requirements is imperative to your success. For both small and large companies, this series offers an overview of every step in the export process. **Join us for this award winning seven part series presented by industry experts and certified by the U.S. Department of Commerce.**

Outcomes: This seminar series covers the steps in the export process with a strong emphasis on compliance. You will learn:

- the public resources available to assist in country research and financing
- the government agencies that play a role in export procedures and mandatory compliance requirements
- the basics of international payment procedures
- how to work with your freight forwarder to navigate the logistics and documentation maze

Targeted Audience: New or active exporters, compliance, logistics and purchasing managers

Date: Thursday, April 15, 22, 29, 2010

Time: Morning sessions: 8:00am -10:00am & 10:30am-noon / Afternoon session: 1:00pm-2:30pm

Location: Via Webinar or Seminar at Bill J. Priest Institute, 1402 Corinth St., Dallas, TX 75215

Cost: Seminars can be taken individually or as a complete series for certification

\$60 per session, \$420 for the complete series

Early Bird Discount: by April 1, 2010 - \$55 per session, \$385 for the complete series

Program:

April 15	Resources and Market Analysis AM	<ul style="list-style-type: none"> • Introduction to U.S. government agencies that offer services to exporters • Become familiar with free market search engines that can assist you in your market research • Learn a proven step by step process to explore and define market potential
	Legal Aspects of Exporting PM	<ul style="list-style-type: none"> • Learn the three most widely used legal formats for distribution and sales contracts • Learn the legal contractual aspects of export distribution • Become familiar with the terminology, time restrictions and legal requirements to protect your intellectual property
April 22	Regulatory Compliance AM	<ul style="list-style-type: none"> • Become familiar with the governments agencies that regulate exports • Determine if an export license is required for your product • Learn export recordkeeping requirements and penalties • Learn how to complete the required AES (Automated Export System), EEI(Electronic Export Information)
	Advanced Regulatory Compliance PM	<ul style="list-style-type: none"> • Become familiar with the required non U.S. regulations and compulsory marks • Learn the necessary steps to establish a “best practices” export compliance program
April 29	Understanding Transportation Logistics AM	<ul style="list-style-type: none"> • Role of customs broker and freight forwarder in the export process • INCOTERMS • Nine essential documents necessary to complete each transaction • Flow of transportation, where things can go wrong and how to prevent it
	International Payment Procedures PM	<ul style="list-style-type: none"> • Most common payment mechanisms • Letters of Credit and the cost vs. risk analysis • Interrelation between INCOTERMS, the transportation process and payments
	Managing Communications AM	<ul style="list-style-type: none"> • Become aware of how different cultural behaviors can impact your business transactions

Registration: Register on line at www.iexportimport.com

Contact: Elyse Eriksson, International Training Director, (214) 747-1300 eeriksson@dcccd.edu

